



WTVD-TV DURHAM  
411 LIBERTY STREET  
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-27-2012 PAGE: 1 of 3

INNOVATIVE ADVERTISING INC. - 11360  
ATTN: HEIDI GUERRA  
4250 HWY 22, SUITE 7  
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403867	10-26-2012		0	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
1032	247422	PHILADELPHIA	A. CLIFFORD	10-27-2012	11-06-2012	M (Broadcast Month, Cycle 1)	N	247422

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
<b>Agency CPE: E : 1032</b>																	
1	10-29-2012	11-04-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	3	30	X	X	X	X	X			5	125	5	625.00
2	11-05-2012	11-06-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	3	30	X	X						1	125	1	125.00
3	10-29-2012	11-04-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X	X	X	X	X			5	250	5	1,250.00
4	11-05-2012	11-06-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X	X						1	250	1	250.00
5	10-29-2012	11-04-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	3	30	X	X	X	X	X			3	750	3	2,250.00
6	11-05-2012	11-06-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	3	30	X							1	750	1	750.00
7	10-29-2012	11-04-2012	07:00PM - 07:30PM	JEOPARDY ( MONDAY-FRIDAY) (898)	1	30	X	X	X	X	X			4	1,400	4	5,600.00
8	11-05-2012	11-06-2012	07:00PM - 07:30PM	JEOPARDY ( MONDAY-FRIDAY) (898)	1	30	X							1	1,400	1	1,400.00
9	10-29-2012	11-04-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	3	30	X	X	X	X	X	X	X	5	750	5	3,750.00
10	11-05-2012	11-06-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	3	30	X							1	750	1	750.00
11	10-27-2012	10-28-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)	2	30						X		1	150	1	150.00
12	10-29-2012	11-04-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)	2	30						X		1	150	1	150.00
13	10-29-2012	11-04-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM ( MONDAY -FRIDAY)	2	30	X	X	X	X	X			6	500	6	3,000.00
14	11-05-2012	11-06-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM ( MONDAY -FRIDAY)	2	30	X	X						2	500	2	1,000.00
15	11-05-2012	11-06-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY	2	30	X							1	600	1	600.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WTVD-TV DURHAM  
411 LIBERTY STREET  
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-27-2012 PAGE: 2 of 3

INNOVATIVE ADVERTISING INC. - 11360  
ATTN: HEIDI GUERRA  
4250 HWY 22, SUITE 7  
MANDEVILLE LA 70471

Contract No 403867	Contract Dt 10-26-2012	Revision Dt	Rev# 0	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS	Station/Market WTVD - DURHAM
-----------------------	---------------------------	-------------	-----------	--------------------------------------	---------------------------------------	----------------------------	---------------------------------

Agency Est# 1032			CMS # 247422	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-27-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247422				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1032																	
16	10-29-2012	11-04-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8				2	30	X	X	X	X	X			5	750	5	3,750.00
17	11-05-2012	11-06-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8				2	30	X							1	750	1	750.00
18	10-29-2012	11-04-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)				2	30	X							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																	
19	11-05-2012	11-06-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)				2	30	X							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																	
20	10-29-2012	11-04-2012	08:00PM - 09:00PM	TUES PRIME 8-9P (810)				2	30		X						1	3,000	1	3,000.00
			----- ITEM LINE NOTE ----- DWTS 2																	
21	10-27-2012	10-28-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)				3	30						X		1	1,400	1	1,400.00
22	10-29-2012	11-04-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)				3	30						X		1	1,400	1	1,400.00
23	10-29-2012	11-04-2012	10:00PM - 11:00PM	WED PRIME 10-11P (814)				2	30			X					1	1,500	1	1,500.00
			----- ITEM LINE NOTE ----- NASHVILLE 2																	
																Contracted Gross Total:		50	41,450.00	
																Actual Gross Total:		50	41,450.00	
																Agency Commission:			6,217.50	
																Net Total:			35,232.50	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WTVD-TV DURHAM  
411 LIBERTY STREET  
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-27-2012 PAGE: 3 of 3

INNOVATIVE ADVERTISING INC. - 11360  
ATTN: HEIDI GUERRA  
4250 HWY 22, SUITE 7  
MANDEVILLE LA 70471

Contract No 403867	Contract Dt 10-26-2012	Revision Dt	Rev# 0	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS							Station/Market WTVD - DURHAM							
Agency Est# 1032			CMS # 247422	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-27-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247422					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1032																	
Month/YR		Preempted		Made Good		Contract Total		Adjustments								Actual Total				
Oct 12		0.00		0.00		1,550.00		0.00								1,550.00				
Nov 12		0.00		0.00		39,900.00		0.00								39,900.00				
TOTAL		0.00		0.00		41,450.00		0.00								41,450.00				

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood